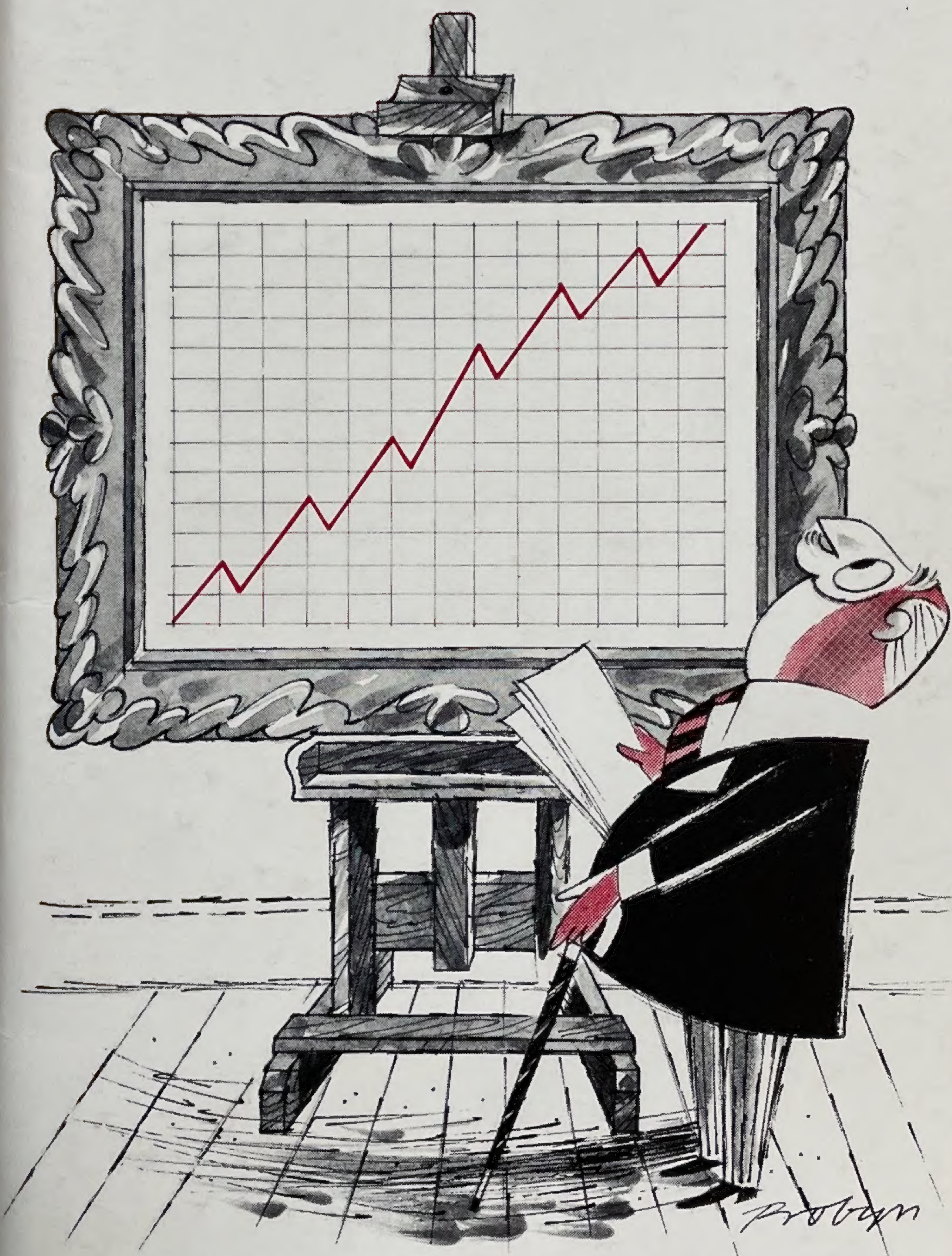


# BUY MORE ART

Towner Art Gallery  
Borough Lane Eastbourne  
24 February/1 April 1979

Guildford House  
High Street Guildford  
3/24 March 1979

New Metropole Arts Centre  
The Leas Folkestone  
31 March/29 April 1979



THREE LINKED EXHIBITIONS ORGANISED BY  
SOUTH EAST ARTS INVITING YOU TO INDULGE IN  
THE MULTIPLE JOYS OF ART PATRONAGE



# South East Arts

in association with:

Alliance Building Society  
Ansvar Insurance Company (UK)  
Arts Council of Great Britain  
Canterbury City Council  
Contemporary Arts Society  
Crafts Advisory Committee  
East Sussex County Library  
East Sussex Education Authority  
Flo-Print, Tunbridge Wells  
Friends of Rye Art Gallery  
Friends of the Towner Art Gallery  
Guildford Borough Council  
Hove Borough Council  
J. Sainsbury Limited  
Kent County Education Committee  
Marks & Spencer Limited  
New Metropole Arts Centre, Folkestone  
Out of Print, Marlborough Place, Brighton  
Royal Museum, Canterbury  
R.R.J. Charitable Trust  
Sothebys & Company  
Surrey County Library  
Towner Art Gallery, Eastbourne  
Trustee Savings Bank  
University of Kent  
University of Surrey  
University of Sussex  
Victory Insurance Co. Ltd., Folkestone

FAR / 8 / 1 / 11 / 5



# Acknowledgements

This project could not have been launched without the enthusiastic support of more than one hundred artists and craftsmen whose work is being shown; or without the untiring assistance of the directors of the three galleries where the exhibitions are being presented: David Galer of the Towner Art Gallery, Iris Rhodes of Guildford House and John Eveleigh of the New Metropole Arts Centre.

We have also had the generous and practical help of the Arts Council of Great Britain in the form of a contribution to the South East Arts Purchase Fund and of Messrs. Sotheby & Co who helped us to get started by underwriting the photographic costs of the enterprise. To the above and to all our sponsors listed on the back of this brochure, who either by a specific commitment to purchase or in other equally practical ways have demonstrated their belief in the value of art patronage and in the quality of work being produced by professional artists and craftsmen in the region, South East Arts extends sincere thanks and appreciation.



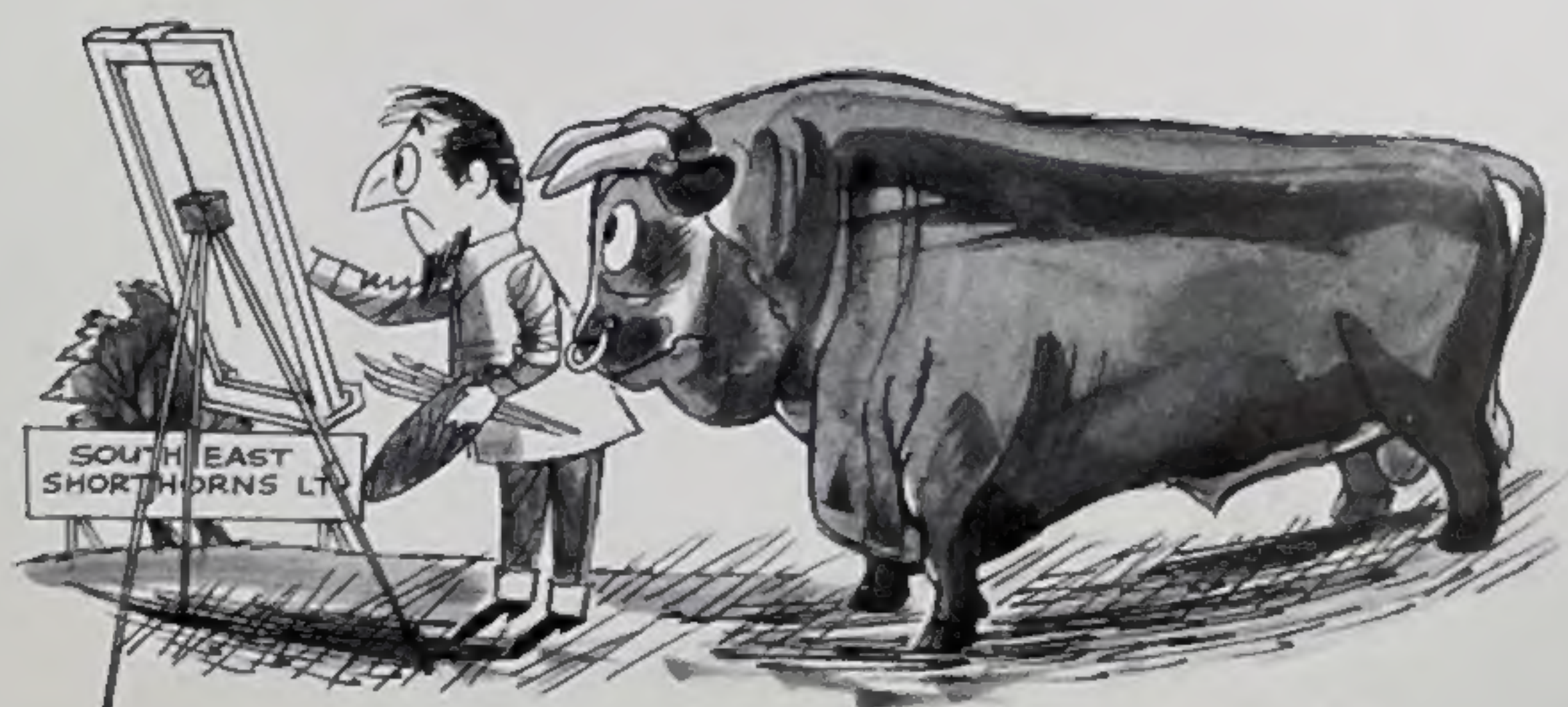
# How to become an art patron

The first step is to survey the field. The money available, type of work preferred and intended site will define the area of choice. If you cannot find what you are seeking in one exhibition, you may do so at the next. South East Arts' Registers of Artists and Craftsmen and Guide to Galleries in the South East Region exist to help you extend your search further, if required.

The second step is to back your fancy. A prospective patron can either buy an already completed work of art or can consider commissioning work to suit his own requirements. South East Arts will introduce you to the artist/craftsman of your choice and in the case of work intended for display in public places advise on your chances of obtaining a grant, which in certain instances can reduce the cost of purchase by up to 50%.

The third step is to sit back and enjoy it. Good artwork has one major advantage over other forms of investment. Unlike a share certificate it is created to be seen and appreciated for what it is over and above any monetary value it may represent.

The fourth step is to realise that one good thing leads to another. There are few pleasures to compare with the first taste of patronage unless it be the second, third and fourth . . . perhaps the start of a unique collection which will be a source of interest and enjoyment to all who see it for years to come and the means to enable the artists concerned to continue with their work.





# The possibilities and rewards of patronage

The possibilities and delights of art patronage are limitless, the rewards long-lasting and considerable.

There can be few homes, offices, board-rooms, hospital wards, schools, factories or workplaces which would not be enriched by the addition of good original contemporary works in the form of paintings, editioned prints, sculpture, photographs or craftwork.

Chosen wisely such work not only provides a stimulus to all who live in or frequent such places but can also be a very sound investment.

In sponsoring these three exhibitions South East Arts has three aims:

To introduce the pleasures and skills of patronage to business houses, industrial concerns, public utilities and authorities in the South East.

To provide as it were a shop window for a cross-section of the many good artists and craftsmen in the region whose desire it is to serve society in this way.

To demonstrate that art patronage, once confined to a privileged minority, is now within the reach of all. In fact you too can become a Medici.

